



Guwahati Municipal Corporation

EXPRESSION OF INTEREST (EOI)

for

EMPANELMENT OF ADVERTISING AGENCIES

Issue of EOI Documents: 14/02/2019

Last date for submission of the EOI: 25/02/2019

Office of the Commissioner, Guwahati Municipal Corporation,
Panbazar, Guwahati -01

SCHEDULE OF EOI PROCESS

GMC would endeavour to adhere to the following schedule from the date of issue of notification during the Process:

Events	Date
Date of Advertisement	14/02/2019
Downloading of the EOI document	15/02/2019
Due Date / last date for submission of the EOI	25/02/2019
Opening of Technical Bids	26/02/2019
Address for communication	The Commissioner, Guwahati Municipal Corporation Panbazar, Guwahati -781 001



**OFFICE OF THE COMMISSIONER
GUWAHATI MUNICIPAL CORPORATION
PANBAZAR: GUWAHATI-01**

No: GCS/PMC/828/17/1809

Date: 14/02/2019

EXPRESSION OF INTEREST (EOI)

1. The Commissioner, Guwahati Municipal Corporation invites sealed EOI from reputed and professionally- managed advertising agencies with a good track record for undertaking various jobs for Guwahati Municipal Corporation.
2. EOI documents can be downloaded from the Website of Guwahati Municipal Corporation <https://gmc.assam.gov.in> from 15/02/2019 onwards.
3. EOI must be submitted in hard copy to the office of the Commissioner, Guwahati Municipal Corporation, Panbazar, Guwahati -781001 on or before 1400 hours on 25/02/2019 and the opening of the Technical Bid will be on 26/02/2019 at 1430 hrs.
4. An amount of **Rs. 1000.00** (Rupees One Thousand Only) have to be deposited along with EoI as **Document Fee** (non-refundable) in the form of Demand Draft or banker's cheque drawn on any Scheduled Bank in India in favour of The Commissioner, Guwahati Municipal Corporation.
5. If any date specified herein is a holiday, then the next working day will be considered for the activity and the time will remain the same.
6. Other details can be seen in the EOI documents.

Sd/-
**Commissioner,
Guwahati Municipal Corporation,
Guwahati**

Memo No: GCS/PMC/828/17/1809

Date: 14/02/2019

Copy forwarded to:

- 1) The Director, DIPR, Assam, Last Gate, Dispur for publication of the above notice in one Assamese Daily, one English Daily and submit the bill to the undersigned for necessary payment.
- 2) The Software Developer, GMC for uploading on the website of Guwahati Municipal Corporation.
- 3) In-charge, Tender Room, Office of the Commissioner, GMC, Panbazar for information and necessary action.

Sd/-
**Commissioner,
Guwahati Municipal Corporation,
Guwahati**

Expression of interest (EOI) is invited from reputed and professionally- managed Advertising agencies with a good track record for undertaking various jobs for creative designing, production, promotion and publicity activities of Guwahati Municipal Corporation, Guwahati.

Taking into consideration the complex needs in furtherance of its mandate, GMC intends to empanel technically competent, experienced and financially sound advertising, creative and publicity agencies. The services of the advertising, creative and publicity agencies will be mainly utilized for creative designing, production, promotion and publicity activities, printing of work reports and other allied works of Guwahati Municipal Corporation. GMC has decided to empanel such eligible firms for a period of 02 (two) years extendable further on mutually agreed terms and conditions, who would render assistance in realizing the objectives as stated above from time to time.

Term of Contract: The Term of Contract will be for a period of 2 (two) years from the date of empanelment.

1. SCOPE OF WORK

- a) Conceptualization and designing of various creatives for Print Media, Outdoor Branding, Road-shows, Exhibitions, Posters, Events & Activities, Digital & Social Media and other collaterals for GMC's corporate campaigns and related activities.
- b) Conceptualization and production of Radio Spots, TVCs and other AVs as may be required from time-to-time.
- c) Release of Advertisements in Newspapers, TV & Radio as may be required from time-to-time.
- d) To co-ordinate and liaison with Media Houses for various PR activities/ services as may be required from time-to-time.
- e) To manage the Social Media Channels of Guwahati Municipal Corporation viz., Facebook & Twitter.
- f) To provide outdoor sites on rental viz., hoardings, billboards, banners, etc for Guwahati Municipal Corporation.
- g) Construction and Supply of Street Furniture viz., BQS, Gantry, Unipole, as may be required by GMC from time-to-time.
- h) Participate in bids for award of advertising rights on GMC owned street furniture.
- i) Any other branding, promotion, publicity, PR, printing, etc as may be required by GMC from time-to-time.
- j) **Printing and Production of**
 - i) Annual Reports
 - ii) House Journals (English / Hindi / Assamese)
 - iii) E-Newsletters
 - iv) Corporate Brochures
 - v) Hoardings/Banners/Standees
 - vi) Greeting Cards
 - vii) Diaries
 - viii) Calendars
 - ix) Exhibitions/ Posters/Display materials
 - x) Any other print / production works

- i) Event Management of various programs held by or participated in by Guwahati Municipal Corporation

2. QUALIFYING CRITERIA Total Marks: 100 (A + B+C)

A. (Marks: 50, each point 10 marks)

- a) The agencies already empanelled with Guwahati Municipal Corporation will be preferred.
- b) The EOI of the non-responsive agencies amongst those already empanelled with Guwahati Municipal Corporation will be rejected.
- c) The EOI of the agencies which have existing liabilities with Guwahati Municipal Corporation will be rejected.
- d) The agency should have an average annual turnover of **Rs.1.00 Crores** in the last three Financial Years (**2015-15, 2016-17 & 2017-18**). Complete set of Audited Annual Reports including Balance Sheet and Profit & Loss Accounts duly certified by Chartered Accountant to be submitted alongwith ITR for the last three FYs.
- c) **The agency must have valid**
 - I. Trade License
 - II. GSTIN
 - III. PAN
 - IV. Labour License
- d) The agency must have a full- fledged office functional in Guwahati continuously for the last five years with sufficient & skilled manpower and infrastructure. The agency will have to attach a self declaration to the effect, that its office in Guwahati is located in an area/building authorized for running Advertising Agency. In case of incorrect declaration the application / empanelment of the Advertising Agency will be rejected / cancelled.
- e) The agency should have proven experience in creative, advertising, PR and promotion & publicity services Documentary evidence to be submitted along with the bid.

B. Sub Parameters

(Marks: 30. Each point 10 marks)

- a) List of clients (Govt / PSUs/ Private) serviced with engagement details to be submitted.
- b) Samples of previous works done in the last three FYs including logo, creative, outdoor, print jobs produced / printed, etc to be submitted. Only TWO samples of each type of work done is to be enclosed.
- c) List of creative media campaigns handled with value during the last three FYs to be submitted (Copy of the work order to be enclosed)

C. Presentation : (Marks : 20)

(A presentation in soft copy on the 'Theme' mentioned below is to be enclosed along with the bid).

The total duration of the presentation should be approx. 5 minutes.

“INNOVATIVE IEC AND PUBLIC AWARENESS APPROACH ON SOURCE SEGREGATION OF WASTE AND SANITATION UNDER SWACHH BHARAT MISSION”

3. EVALUATION CRITERIA

All the proposals will be scrutinized to assess their eligibility based on the “minimum Qualifying Criteria” (refer to Point 2 (A+B+C)). The pattern of awarding marks will be as under:

3 (A) Total Marks:-50

Point (a) for compliance = 10 marks. For non compliance = zero

Point (b) Average of last 3 years will be taken into account and accordingly marks will be awarded viz. for Rs.2 to 3 crores = 5 marks, above Rs.3 to 5 crores = 7 marks and above Rs.5 crores =10 marks.

Point (c) for compliance = 10 marks. For non compliance = zero

Point (d) for compliance = 10 marks. For non compliance = zero

Point (e) for compliance = 10 marks. For non compliance = zero

3(B) Total Marks: 30

Point (a) to (c) = for compliance 10 marks for each point and for non compliance = Zero.

3(C) Total Marks: 20

The marks will be awarded by the committee based on sub parameters viz. Line of approach and language of the text, Style of presentation, Strategy adopted, Corporate strength, media strength, PR services, CD presentations, Rationale of the presentation and its relevance to the theme, creativity /overall quality of the campaign.

4. JOB ALLOCATION

Short Tender Notice or Request for Quotation (RFQ) will be called amongst the selected and empanelled agencies. Work will be allotted as per condition of tender or Quotation notice.

5. WORK PROCEDURE

Agencies will comply with the work procedure as per each individual tender.

6. OTHER TERMS AND CONDITIONS

- I. Bills raised for advertisement releases should invariably be supported by the original publication / media bills, voucher copies and other relevant bills in duplicate. Payment in each case will be made after verifying these documents.

- II. Charges for jobs, other than press advertisements like printing, production of TVCs / radio jingles, setting- up of stalls in trade fairs/ exhibitions etc. will be decided on competitive bidding basis amongst the empanelled agencies.
- III. Advertising Agency shall render free service to GMC with regard to collection of advertisement materials, dispatch of designs and layouts to newspapers, copy of published advertisements in newspapers etc by deputing its executives/staff frequently as required.
- IV. GMC reserves the right to get Advt. designed as well as release any advertisement directly to the newspapers, magazines etc.
- V. GMC reserves the right to use the logo, design, layout etc. prepared by any Advertising Agency for releasing advertisements directly through any other Advertising Agency or any other source as deemed fit by this organization without Advertising Agency's consent, which designed the advertisement.
- VI. The Agency will have to ensure compliance with copyright, patents and other intellectual Property laws, in all materials, including art work/design, supplied by the Advertising Agency. The Advertising Agency will be completely liable in all such cases, and no liability shall lie with GMC
- VII. GMC have all rights to inspect Advertising premises during office hours on any working day.
- VIII. If Agency fails to release and publish the advertisement within the specified time limit as stipulated by GMC or the advertisement in question is published on a later date, GMC (GMC) will have every right to impose damages on the Advertising Agency and the amount as decided, will be deducted from the bills of the Advt. Agency.
- IX. All creative's submitted along with the application of empanelment will become the property of GMC. GMC reserves the right to utilize them for any of their media campaigns with no compensation or remuneration to be offered for the same.
- X. GMC reserves the rights to add, delete or revise any of these conditions, and also include special conditions as new ones, as and when required.

Security Deposit: The empanelled agencies will be required to submit Security Deposit in form of Demand draft or Bank guarantee from Scheduled banks amounting Rs.50,000/- in favour of. GMC valid up to the contract period and the same shall be refundable at the time of expiry of the tenure without interest. SD in other forms shall not be entertained. The security deposit is liable to be forfeited wholly or partially if deficiency is found in the services of the party or fails to fulfill any agreed terms and conditions

APPLICATION FOR EMPANELMENT OF ADVERTISING AGENCY

Name of Advertising Agency:

Full Address:

Tel Nos:

Name of Contact Person:

Tel No:

E-mail:

Mobile No:

To,
The Commissioner,
Guwahati Municipal Corporation (GMC)
Panbazar
Guwahati - 781001

Dear Sir,

I/We have perused the attached "Expression of Interest for Empanelment of Advertising Agencies" and hereby agree to abide by all the said conditions. I/We have signed on each page, along with our seal, signifying our acceptance.

I/We attach all documents as mentioned in below, of this application, failing which my/our application will be deemed incomplete and may be summarily rejected.

I/We have understood and agree that in case we indulge in canvassing or trying to influence the process of empanelment or the decision of GMC before, during or after the empanelment process, our application will be summarily rejected.

The following documents are enclosed with this application for empanelment.

1. EOI document signed on each page, along with our seal, signifying our acceptance.
2. Self- Certified documentary evidence as listed and required vide Qualifying Criteria (Point Nos 2A, 2B & 2C)
6. Self- Certified copy of the documentary proof that Advertising Agency's office in Guwahati is an Area / Building authorized for running Advertising Agency.
7. Self- Certified copy of Memorandum and Articles of Association/ Partnership Deed/ Proprietorship Deed/ Certificate of Incorporation (in case of Companies).
8. Self- Certified List of professionals on rolls at the Agency, along with their details such as names, designation, roles and length of service with the agency.
13. Self- Certified Details of infrastructure at Agency Office (office space and equipments and machinery).
14. Self- Certified copies of documentary evidence establishing that my/our agency's office is functional for the last 5 years.

All statements made and all documents and data enclosed, are true to the best of my/our knowledge and belief, and liable to proof when asked by GMC. All copies of documents enclosed are true to the originals which can be called for inspection and verification by GMC Office at any time.

This application has been signed by me/us.

Signature:

Name of the Signatory:

Designation:

Address of the Agency:

Official Seal:

Place:

Date: